

Training

A.L.E.R.T.

Alcohol Law Education and Regulatory Training

Montgomery County Department of Liquor Control Licensure, Regulation and Education

Who should attend

ALERT is designed to educate Montgomery County servers, sellers, management and owners on alcohol beverage regulatory compliance. Learn how to develop responsible alcohol policies, review issues identified by enforcement agencies and have an opportunity to meet for networking among peers and county officials. ALERT is a FREE class offered twice a month. Licensees and staff are encouraged to sign up and frequently take this free training.

ALERT Seminar 10 AM - 1 PM

Second and fourth Monday of every month.

If a holiday falls on a Monday, ALERT class will be held Tuesday
201 Edison Park Drive, Gaithersburg, MD 20878

For more information on ALERT, please visit

www.montgomerycountymd.gov/dlc/alert

Call now for this free training! Seating is limited.

Phone: (240)-777-1999 Fax: (240) 777-1991

Email: dlc@montgomerycountymd.gov



Maryland State Certified Alcoholic Awareness Training

Maryland Certified Alcoholic Awareness Requirement

- On and Off premise licensed businesses in Montgomery
 County are required by state law to have a certified person
 employed in a supervisory capacity present during the hours in
 which alcohol may be sold.
- Certification must be renewed every four years to remain current.
- Failure to have a certified representative may result in license renewal delays, as well as, fines, suspensions or even revocation of your retail alcohol beverage license.

To search for state certified Alcohol Awareness trainers, please visit

www.montgomerycountymd.gov/dlc/alert

ALERT is also offered in Spanish for FREE throughout the year. For more information, call 240-777-1999.

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
New Year's Day	New Year's Day (Observed) County Offices Closed	3	4	Board of License Commissioner Hearing Scheduled	6	7
8	ALERT TRAINING 10 am - 1 pm	10	11	12	13	14
15	M. L. King Day County Offices Closed	17	18	Board of License Commissioner Hearing Scheduled	20	21
22	ALERT TRAINING 10 am - 1 pm	24	25	26	27	28
29	30	31			DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

License Renewal

Renewal applications are mailed to all licensed facilities in mid-January.

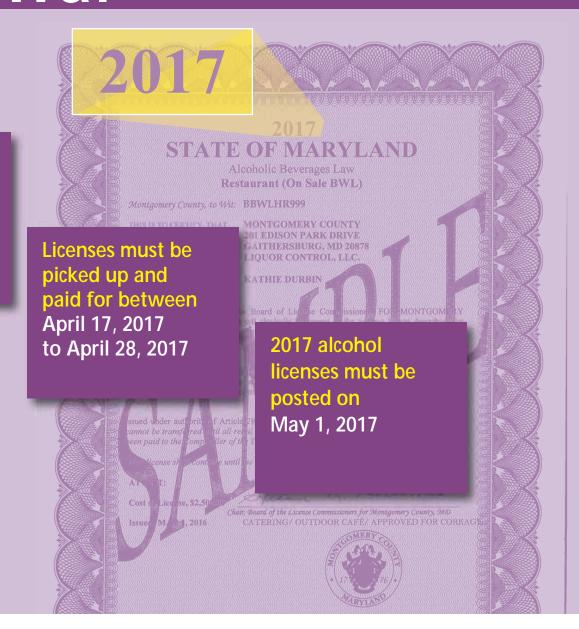
Applications for renewal of Alcoholic Beverage Licenses between February 1, 2017 to March 31, 2017

Please contact us with questions or comments

Montgomery County Department of Liquor Control Division of Licensure, Regulation and Education Call 240-777-1999 or e-mail dlc@montgomerycountymd.gov

Renewal applications can be found online:

www.montgomerycountymd.gov/dlc/licensure/license



FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			First Day for Alcohol License Renewal Submission	Board of License Commissioner Hearing Scheduled	3	4
5	6	7	8	9	10	11
12	ALERT TRAINING 10 am - 1 pm	14 Valentines Day	15	Board of License Commissioner Hearing Scheduled	17	18
	President's Day County Offices Closed am Extended Hours to Mon.	21	22	23	24	25
26	ALERT TRAINING 10 am - 1 pm	28			JANUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	

DLC Communication Center

Here for you!

The Montgomery County Department of Liquor Control (DLC) has enhanced the DLC general information line!

- Answering inquiries on order status, product availability and licensing
- Connecting customers with DLC experts
- Proactive outreach on order status and product availability
- Measured responsiveness to customer inquiries

Call 240-777-1900

Communication Center staff is available 8:30 am to 4:30 pm, Monday through Friday





MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 30 24 25 26 27 28 29		1	Board of License Commissioner Hearing Scheduled	3	4
5	6	7	8	9	10	11
Daylight Savings Time Begins	ALERT TRAINING 10 am - 1 pm	14	15	Board of License Commissioner Hearing Scheduled	17 St. Patrick's Day	18
19	20	21	22	23	24	25
26	ALERT TRAINING 10 am - 1 pm	28	29	30	Last Day to Submit Alcohol License Renewal Application	

Outdoor Cafés

Requirements

- · Landlord Approval Required
- Contiguous to the licensed premises, enclosed in a clearly delineated area, and surrounded by a continuous barrier at least 36 inches high at its lowest point of ingress and egress; and neither on any public property nor on a public right-of-way, without the express written approval of the appropriate State, County or local governmental authority.
- On the same side of the street and extends no more than a combined total of fifty (50) feet beyond the width of the store front.
- If a public waklway exists the distance between the store front of the licensed premises and the closest point of the café area must be no more than 25 feet; and enclosed in a clearly delineated area, and surrounded by a continuous barrier at least 36 inches high at its lowest point with controlled point(s) of entrance and exit.
- Wait service must be available at Outdoor Café if not attached to building



For a list of all outdoor café requirements or to apply for an outdoor café at your establishment, please visit www.montgomerycountymd.gov/dlc or call the Licensing Office at 240-777-1999.

*April is Alcohol Awareness Month.

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					1
2	3	4	5	6	7	8
9	ALERT TRAINING 10 am - 1 pm	11	12	Board of License Commissioner Hearing Scheduled Board Approved License Renewals	14	15
16 Easter	17 2017 Alcohol License Pickup Begins	18	19	20	21	22
23 30	ALERT TRAINING 10 am - 1 pm	25	26	27	Last Day to Pick Up Your 2017 Alcohol License 2016 Alcohol License Expires at midnight.	29

The iStore

Set up an account to place product orders online through iStore!

Benefits of iStore:

• Receive email reports on Mondays detailing any open or outstanding orders

Businesses can place

product orders online

anytime, anywhere.

- Monthly reports containing purchases and returns
- Check product inventory
- Cancel orders
- Track invoices
- Track payments
- Track returns & much more

to get started on iStore

• Save previous orders for re-use

Call 240-777-1900 or E-Mail: DLCiStoreHelp@MontgomeryCountyMD.gov

Placing your order through the iStore enables you to submit an order as late as 11:30 am one business day before your scheduled delivery day.

You may purchase alcohol from Montgomery County Department of Liquor Control in several ways:

- iStore, visit www.montgomerycountymd.gov/dlc/istore
- Call us at 240-777-1900 between 8:00 am and 4:30 pm Monday Friday
- Fax your Order at 240-777-1909, between 8:00 amand 4:30 pm to be processed that day.
- E-Mail your order to DLCOrderSection@MontgomeryCountyMD.gov, between 8:00 am and 4:30 pm to be processed that day.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	2017 Alcohol License Must be Posted			Board of License Commissioner Hearing Scheduled		
7	8	9	10	11	12	13
	ALERT TRAINING 10 am -1 pm					
14	15	16	17	18	19	20
Mother's Day				Board of License Commissioner Hearing Scheduled		
21	22	23	24	25	26	27
	ALERT TRAINING 10 am - 1 pm					
28	29 Memorial Day	30	31		1 2 3	APRIL 1
	County Offices Closed				4 5 6 7 8 9 10 11 12 13 14 15 16 17	2 3 4 5 6 7 8 9 10 11 12 13 14 15
	m Extended Hours to Mon.				18 19 20 21 22 23 24	
93.1. 111	1				25 26 27 28 29 30	²³ ₃₀ 24 25 26 27 28 29

Self-Distribution

The State of Maryland allows small wineries, breweries and distilleries to self-distribute in Montgomery County and throughout the state of Martyland. The manufacturer must be licensed to self-distribute through the Maryland Comptroller's Office. Licensed businesses can buy product directly from these manufacturers.

Wine

State law allows licensed establishments to purchase wine directly from an in-state Maryland Winery that holds a class 6 limited wine wholesale license and out of state wineries that hold a non-resident winery permit.

Microbrews

State law allows licensed establishments to purchase microbrews directly from an in-state Maryland Brewery that holds the proper class 7 limited beer wholesale license and out of state breweries who hold a non-resident brewery permit.

Spirits

State law allows licensed establishments to purchase spirits directly from an in-state Maryland distillery that holds a class 8 liquor wholesalers license and out of state distilleries with a non-resident distillery permit.



JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 1 2 3 4 5 6 7 8 9 1011 12 13 14 15 16 1718 19 20 21 22 23 2425 26 27 28 29 30 31	JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 30 31 25 26 27 28 29			Board of License Commissioner Hearing Scheduled	2	3
4	5	6	7	8	9	10
11	ALERT TRAINING 10 am - 1 pm	13	14	Board of License Commissioner Hearing Scheduled	16	17
18 Father's Day	19	20	21	22	23	24
25	ALERT TRAINING 10 am - 1 pm	27	28	29	30	

Top 5 Violations

1

Underage SalesSale/Service of alcohol to patrons

under 21.

2

After Hours

No alcoholic beverages may be sold, dispensed, consumed on premise after the hours posted on the license.

3

Training

Alcohol Awareness
Training. A certified
person must be on
the licensed premise
at all times open to
the public.

4

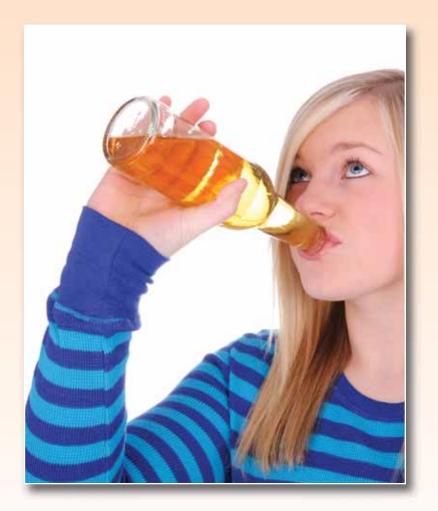
No Food Available

Food must be served at all times alcohol is available.

5

Source/Storage

Unapproved
Source/Storage. No
establishment shall
sell, store, or keep
any alcoholic
beverages on the
licensed premises
except those
purchased from DLC
or self-distributing
breweries or wineries.
Keep all receipts for
two years.



JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	AUGUST 1 2 3 4 5 6 7 8 9 1011 12 13 14 15 16 1718 19 20 21 22 23 2425 26 27 28 29 30 31					1
Can stay open until 0300	3	Independence Day County Offices Closed	5	Board of License Commissioner Hearing Scheduled	7	8
9	ALERT TRAINING 10 am -1 pm	11	12	13	14	15
16	17	18	19	Board of License Commissioner Hearing Scheduled	21	22
23	ALERT TRAINING 10 am - 1 pm	25	26	27	28	29
30	31					

Promoter Guidelines

- Keep in mind that your license will be charged for any offenses that occur at your establishment even if a promoter is put in charge. Protect yourself by developing responsible policies for your staff and guests. Hire only responsible promoters who have strong policies in place.
- Promoters can make or break your establishment. Before hiring a promoter consider the risks involved. Ask for a promoter's references and call them. Look up past events on social media.
- Licensees will be held responsible of anything that occurs on the licensed premises.

When in doubt about a promotion, local or state law, call the Department of Liquor Control's Outreach Office at 240-777-1904 or e-mail dlc@montgomerycountymd.gov

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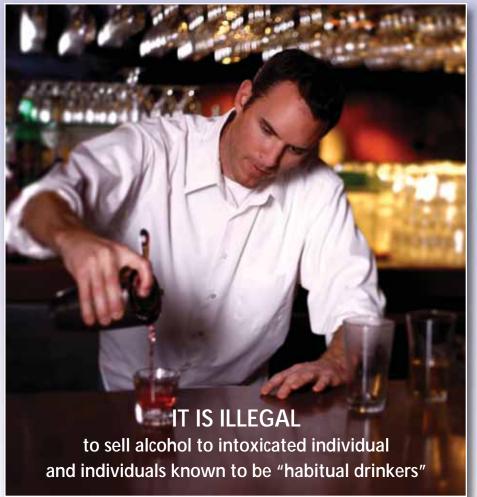
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 30 31 25 26 27 28 29	1	2	Board of License Commissioner Hearing Scheduled	4	5
6	7	8	9	10	11	12
13	14 ALERT TRAINING 10 am - 1 pm	15	16	Board of License Commissioner Hearing Scheduled	18	19
20	21	22	23	24	25	26
27	ALERT TRAINING 10 am - 1 pm	29	30	31		

Sales to Intoxicated Individuals

Responsible Policies:

- · Refuse service to those who are intoxicated
- Avoid promotions that encourage over consumption
- Have a written policy listing step by step instructions on what a server should do if a patron becomes intoxicated
- Train staff
- Encourage food sales and nonalcoholic drinks. Place a glass of water down, without asking, to accompany the first alcoholic drink
- Publicize alcohol policies in visible locations
- Do not allow staff to consume alcohol while working

Free training and point of sale materials are available through the DLC Community Outreach Office. Contact us at 240-777-1999 dlc@montgomerycountymd.gov or visit www.montgomerycountymd.gov/dlc



SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
	Labor Day County Offices Closed m Extended Hours to Mon.	5	6	Board of License Commissioner Hearing Scheduled	8	9
10	ALERT TRAINING 10 am - 1 pm	12	13	14	15	16
17	18	19	20	Board of License Commissioner Hearing Scheduled	22	23
24	ALERT TRAINING 10 am - 1 pm	26	27	28	29	30

Stay Connected to DLC



"Like us" on Facebook

www.facebook.com/montgomerycountydepartmentofliquorcontrol



Visit us on the web

www.montgomerycountymd.gov/dlc

For more information and free resources.



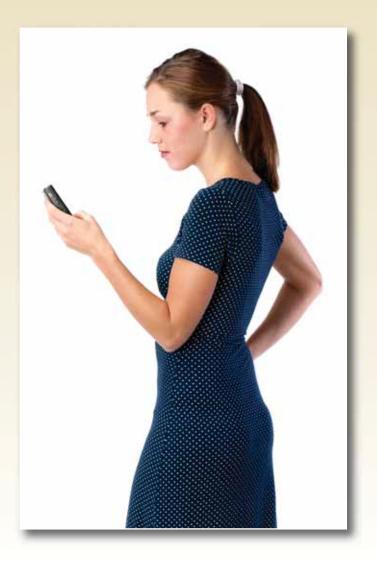
"Follow us" on Twitter www.twitter.com/MoCoDLC

Get the latest information on upcoming trainings, new laws & regulations, newsletters, prevention information, DLC closings, and more! #MoCoDLC

To request information on hosting under 21 alcohol free event or to report an upcoming under 21 alcohol party, event, or provider. Call SAFEline, 301-670-SAFE (7233)

To report a party in progress, call the non-emergency police line at 301-289-8000. If the party becomes dangerous or life threatening call 911.

For more information about SAFEline please visit www.montgomerycountymd.gov/dlc/education



OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
				Board of License Commissioner Hearing Scheduled		
8	9	10	11	12	13	14
	Columbus Day County Offices Closed	ALERT TRAINING 10 am – 1 pm				
15	16	17	18	19	20	21
				Board of License Commissioner Hearing Scheduled		
22	23	24	25	26	27	28
	ALERT TRAINING 10 am - 1 pm					
29	30	31			SEPTEMBER 1 2	NOVEMBER 1 2 3 4
					3 4 5 6 7 8 9 10 11 12 13 14 15 16	5 6 7 8 9 10 11 12 13 14 15 16 17 18
		Halloween			17 18 19 20 21 22 23 24 25 26 27 28 29 30	19 20 21 22 23 24 25 26 27 28 39 30

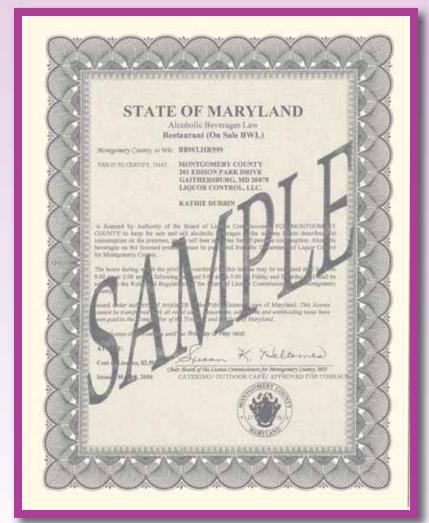
What Can Your License Do for You?

Your Alcohol License has all answers to alcohol related questions you may have, such as

- Type of License
- Hours of Alcohol Sales
- Special Permits (In red at bottom of license)
 - Catering Privilege
 - Beer and Wine Sampling
 - Wine Corkage
 - Growler Privilege
 - Outdoor Cafe

To apply for a special permit, submit an application.

For more information and to apply for a special permit, please visit www.montgomerycountymd.gov/dlc/licensure/license



NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
				Board of License Commissioner Hearing Scheduled		
5	6	7	8	9	10	11
Return to Standard Time Set clocks back one hour	ALERT TRAINING 10 am - 1 pm				Veterans Day (Observed) County Offices Closed	Veterans Day
12	13	14	15	16	17	18
				Board of License Commissioner Hearing Scheduled		
19	20	21	22	23	24	25
	ALERT TRAINING 10 am - 1 pm		REMINDER: Highest rate of youth drinking today. CHECK IDs!	Thanksgiving Day County Offices Closed		
26	27	28	29	30	OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
					29 30 31	²⁴ ₃₁ 25 26 27 28 29 30

Safe Rides

Uber or Lyft

- Call a car to pick you up anytime.
- Visit Uber.com or Lyft.com
- Offers a ride from the free app.

Taxi

Contact your local taxi cab for a safe ride home. Action Taxi - 301-840-1000 Barwood Taxi - 301-984-1900 Orange Taxi - 301-912-0000 Regency Cab - 301-990-9000 Sun Cab - 301-252-0575

Metro

Visit www.metroopensdoors.com to find a maps, fare information and train/bus schedules.

SoberRide®

Operates during the December/January holiday season, St. Patrick's Day, Cinco de Mayo, Independence Day, and Halloween. To receive a free cab ride home (up to \$30.00 fare), patrons over 21can call 800-200-8294 (TAXI).



- "We drive your car, so you don't have to"
- Three services offered: (1) Personal Driver Service where a driver arrives at a customer's home and chauffeurs them in the customers vehicle anywhere they want to go, waits in the car, and takes them back home (\$16 per hour), (2) Pick up service, if someone has already driven somewhere, two drivers come to take them AND their car home (\$25 car pick up + mileage), and (3) Peace of Mind Plan, which is designed for events where teams of drivers are on-site.
- Visit www.dryver.com

Ride On Bus

Instructions for Real Time Bus Arrival Info from your Cell Phone

- Open your phone's web browser to http://RideOnRealtime.com
- Highlight "Realtime Schedule" and hit GO
- Enter your 5-digit bus stop number and hit GO
- Ride-OnTIME will display the bus stop location and the estimated arrival times for the next five buses.

DON'T DRINK & DRIVE

Keep yourself and your community safe! Find a safe ride home!

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	JANUARY 2018 1 2 3 4 5 6 7 8 9 1011 12 13 14 15 16 1718 19 20 21 22 23 2425 26 27 28 29 30 31				1	2
3	4	5	6	Board of License Commissioner Hearing Scheduled	8	9
10	ALERT TRAINING 10 am - 1 pm	12	13	14	15	16
17	18	19	20	Board of License Commissioner Hearing Scheduled	22	23
	25 am Extended Hours nto Mon. Christmas Day County Offices Closed	26	27	28	29	30

MONTGOMERY COUNTY LIQUOR STORES

ASPEN HILL - 240-773-2009 13661-13665 Connecticut Ave.

(COMING IN 2017)

BURTONSVILLE - 240-773-2007

15620 Columbia Pike

CABIN JOHN - 240-773-2005 11301 Seven Locks Road

CLARKSBURG VILLAGE - 240-773-2011

12051 Chestnut Branch Way

CLOVERIY - 240-773-2010

723 Cloverly Ave.

DARNFSTOWN - 240-773-2028

12155 Darnestown Rd

FALLS GROVF - 240-773-2018

14397E Shady Grove Rd.

FLOWER - 240-773-2056

8701-B Flower Ave

GOSHFN - 240-773-2017

20004 Goshen Road

HAMPDEN LANE (Bethesda) - 240-773-2006 WALNUT HILL - 240-773-2004

4920 Hampden Lane - 6-2006

KENSINGTON - 240-773-2013

3733 University Blvd

KING FARM - 240-773-2012

302 King Farm Blvd

KINGSVIEW - 240-773-2014

18323 Leaman Farm Rd., F-1

LEISURE WORLD - 240-773-2015

3824-26 International Drive

MILESTONE - 240-773-2016 20946 Frederick Rd., Unit D-1

MONTROSE - 240-773-2003 12015 – B Rockville Pike

MUDDY BRANCH - 240-773-2057

866 Muddy Branch Road

OLNEY - 240-773-2019 17825 Georgia Avenue

PIKE - 240-773-2055 832-836 Rockville Pike

POTOMAC - 240-773-2020

10132 River Road

ROCKVILLE (DOWNTOWN) - 240-773-2058

300 N Washtington St.

SENECA MEADOWS - 240-773-2022

20650 Seneca Meadows Parkway

SILVER SPRING - 240-773-2021

8715 Colesville Road

16535 S. Frederick Rd.

WESTWOOD - 240-773-2024

5432 Westbard Avenue

WHEATON - 240-773-2025

11407 Georgia Avenue

WHITE OAK - 240-773-2026

11239 New Hampshire Avenue

Communication Center - Questions or Issues

240-777-1900

iStore Help

DLCiStoreHelp@MontgomeryCountyMD.gov

Phone: 240-777-1961

Order Section

DLCOrderSection@MontgomeryCountyMD.gov Phone: 240-777-1901 Fax: 240-777-1909

Cashier Section

DLC.CSH@MontgomeryCountyMD.gov

Phone: 240-777-1972

Licensure, Regulation and Education (LRE)

DLC@MontgomeryCountyMD.gov

Phone: 240-777-1999 Fax: 240-777-1991

Buyer Assistance for New Products

DLCSPOrders@MontgomeryCountyMD.gov



2018

JANUARY

1 2 3 4 5 6 7 8 9 1011 12 13 14 15 16 1718 19 20 21 22 23 2425 26 27 28 29 30 31 **FEBRUARY**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 **MARCH**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 APRIL

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

MAY

1 2 3 4 5 6 7 8 9 1011 12 13 14 15 16 1718 19 20 21 22 23 2425 26 27 28 29 30 31 JUNE

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 JULY

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 **AUGUST**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 39 30 31

SEPTEMBER

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 **OCTOBER**

1 2 3 4 5 6 7 8 9 1011 12 13 14 15 16 1718 19 20 21 22 23 2425 26 27 28 29 30 31 **NOVEMBER**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 **DECEMBER**

2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



Montgomery County Department of Liquor Control www.montgomerycountymd.gov/dlc

Responsible Practices

- ALWAYS ask for an ID
- ✓ NEVER accept an expired ID card
- READ AND LOOK at the photo on the ID
- **VERTICAL** IDs are issued to minors under 21
- ✓ A VERTICAL ID should be a RED FLAG! Stop, re-look and ask questons
- ACCEPTABLE forms of ID:
 - State Issued Drivers License
 - State Issued MVA ID card
 - Military ID
 - Passport
 - Immigration Card

If you weren't born on or before TODAY'S DATE in 1999

then you CAN'T buy TOBACCO!

You must be 18 to purchase tobacco products.





If you weren't born on or before TODAY'S DATE in 1996 then you CAN'T buy ALCOHOL! You must be 21 to purchase alcohol.